Don Lapre's

SECRETS
TO A PROFITABLE BUSINESS

$15,000

ON THE INTERNET

Fourth Edition

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New Strategies

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INTRODUCTION

Introduction

On-line Selling Secrets!

An on-line business in no different than any other business, especially the ones that are discussed in your Making Money Package. As with any business, you must advertise properly so that potential customers can find you. The word "properly" implies a lot and is best described as "that way that tests out the best and makes potential customers respond."

If you can accomplish that, then you have learned the first secret to not only establishing an on-line business that has the potential to become successful but, more importantly, the first step that provides the opportunity for any business to become successful.

Be sure to start gaining a good working knowledge of the glossary terms so that you can maneuver and communicate effectively in cyberspace. Remember, the on-line world has its own language and, as with any language, the more you command the words that comprise it, the more opportunity you have to effectively communicate.

Always remember your audience. If your audience is technical, then be technical. If your audience is not technical, and your offer is technical then do everything in your power to simplify your offer so that it is easily understood. Never deprive your audience of the common usage of words regarding a subject that you are addressing. When you do use these words, always assume that your audience may not know what they mean and take the time to define them. Intelligence is not determined by the words that you use, but by the way you use them to make people understand what you say or write.

Be sure to review all of your Making Money manuals. Their message is quite simple. They cover the fundamentals of testing an idea that may have the potential to generate a profit. Furthermore, if the results from those tests are positive, they show you how to take that idea and do it on a larger scale based on your test results. If you have gotten along this far in

your manuals and still haven't decided on business that you would like to do on-line, please consider the 900 business. Our company has turn-key programs set up where all you need to do is advertise to receive a check each and every week for all the calls that your extensions receive. You may speak to one of our account executives in person by calling 1-800-800-2451.

SELLING SECRETS FOR MANAGING AND PLANNING YOUR ON-LINE BUSINESS

Selling Secrets to Managing and Planning Your On-Line Business

Make your offer appealing
How to use premiums, give-aways and links
How to keep your strategy organized
Following up right away
Involving the customer - Interactivity
How to use Internet Radio for FREE!
Up-sells - How to sell your customer over and over again

Make Your Offer Appealing

As explained in your *Small Ads, Big Profits* manual the word "FREE" is one of the most powerful words in advertising. Remember, your ad is there to get your audience's attention. It should also entice your audience to action.

Again, people on the Internet are used to trying or sampling products before they actually buy. It is a dynamic medium that is very fluid and instantaneous. The users are looking for information. Earlier, we discussed marketing strategies for a hypothetical book, "The World's Greatest Chili Book!" We discussed how we could entice our audiences by giving away recipes from the book. However, we should also remember that many Internet users are information "hounds" who download files. Internet users love to access and control information. It is one of the most popular reasons users go on-line.

As a bonus, for people who purchased our chili book, we could include text files on something like the "the history of chili." Information buffs on the Internet love to download and store information like this. We allow them to download it so that they don't have to take the time to read it on-line. Where can we get information like this? From FTP (file transfer protocol) sites.

With FTP you can access another computer's server and transfer files on just about anything you can imagine. You can access FTP through your browser, independent software, or through gateways on the Internet or through gateways on the Internet. The best way to find a gateway is to go into one of the search engines and search "Archie" and "Veronica." This is a FTP search engine that can help you find what you are looking for. You may be surprised at some of the helpful information that you can dig up!

1-800-959-1775
Free Software!

Free Internet access
software available for
download at:

www.incredibleproductsmall.com/superlinks

How to Use Premiums, Links and Give-Aways

As we have discussed, premiums and give-aways definitely catch an audience's attention. The Internet is probably one of the easiest, most cost effective places for a business or entrepreneur to give something away. The ability to link your information to other information is a powerful tool. If you find a site that is giving something away or has a fantastic offer, you could now give it away, too, by featuring a link to that offer on your site.

I'll give you an example:

On the Internet, there is a company called Progressive Networks. They are primarily a software company that researches heavily into compressing audio so that it can be played over the Internet in real time. They are currently giving away their software and letting you try one of their four stream servers (a system which allows four listeners to hear a message at the same time from your site) for FREE! We will discuss Progressive Networks motivations for doing this later.

The name of their site and software program is RealAudio. Go into any search engine and search RealAudio. You will find all sorts of sites that are linked to RealAudio and giving away the same software. By linking to that site, those searchable words are now listed in the description listing of your search engine submission. So, even if someone is not searching for "chili," our "World's Greatest Chili Book!" may come up in their search!

When RealAudio first emerged, it was one of the most talked about things on the Internet and in Internet magazines. They were getting thousands of hits per day. By providing a link and advertising your link, you allow yourself the opportunity to perhaps share some of those hits. Internet users may be interested in stopping by your "chili site" before going on to their original destination if they know that there is a link on your site to take them there.

Everyone benefits from links like these. First of all, instead of the word "RealAudio" being searchable in one search engine submission, it may now be searchable in hundreds, thus increasing the opportunity to get visitors accordingly. The site that provided the link benefits by sharing some of a popular site's visitors and increasing their own site's hits. The user benefits in that they are given options and choices as to how they want to go to the site—almost like planning a vacation.

Linking to popular sites that have free give-aways and that are popular can keep you "hit happy" on the Internet. So keep researching popular sites and linking to them. This allows you to give away products and services and increase your site's hits without any investment except the time it takes to create the link!

Be sure to check out RealAudio's site and download their software while it's free! It will allow you to enjoy all the sites on the Internet that feature RealAudio sound. In the future, when they create a new version, you will probably be charged for the upgrade, but for now its free! Their address is at www.incredibleproductsmall.com/superlinks

How to Keep Your Strategy Organized

Keeping your strategy organized, no matter whether you're advertising on the Internet or in newspapers, is of absolute necessity to the overall results of any advertising campaign. If you are using on-line services you might want to start with their classified ads and then move on to interest groups and chat forums. You may decide to explore the membership profiles and target market groups of individuals, using "netiquette" of course, who may be interested in your offers.

With the Internet, you may decide to focus on building your site and then concentrate on promoting it. You may then move on to other specific areas of e-mail and fax broadcasting to databases of interested users whose interests are in line with what you have to offer.

No matter if it is the Internet or an on-line service, you must come up with an on-line marketing strategy that is a mixture of the areas that are the most attractive and work for what you are offering. Each campaign should be structured and organized so that we can track the responses that occur as a result of our ads. Your "Small Ads, Big Profits" manual will show you how to track and organize your campaigns so that you can have the opportunity to get the most out of them.

Use the structure presented in that manual to serve as the basis to create your own management system for your on-line campaigns. If your campaigns are successful, you will thank yourself down the road for implementing a strong system of organization. If you decide to market something turn-key like a 900 number (which is described in the *Secrets to Don's Most Successful Campaigns* manual in your Making Money package) you will find that most of the structure for organizing your business is already there! This leaves you free to concentrate on what will provide you with the opportunity from which to profit most which is your advertising. Call 1-800-800-2451 for more details.

ATTENTION!

Don Lapre is looking for incredible products and services to market on the Internet.

Fax your proposals
Attention: WebIdeas
(602) 453-1222

1-800-959-1775
Free Software!

Free Internet access software available for download at:

www.incredibleproductsmall.com/superlinks

Following Up Right Away

Diligent follow-up is the best way to enjoy the possibility of results with any campaign. This is true, especially on the Internet and on-line services, since users are accustomed to being able to access data and information instantly. As with any campaign, if you say "send for more details," be sure to send those details back to your prospect as quickly as possible. The longer you make your prospect wait, the less likely their interest may be in your offer.

You would be surprised at the number of people who put tremendous efforts into campaigns and manage them improperly. To minimize your fulfillment duties, be sure to let users respond on-line and, if possible, utilize auto-responders. These can instantly send information back to a user. The user simply e-mails the auto-responder and it instantly sends back the information that you want it to send!

There are many companies on the Internet that offer auto-responder services for very reasonable prices. Go to your search engines and enter "auto-responder" for complete details.

Involving the Customer - Interactivity

It has been said that there are three types of people on the Internet today:

1) **Lurkers-** These are individuals who go from place to place and never really interact with sites. They are basically observers and information gathers. This term originally just applied to newsgroup users. Its meaning now extends to "lurking actions" on other areas of the Internet and the World Wide Web.

2) **Surfers-** These are individuals who like to interact and participate in on-line happenings. They will answer polls and are considered the Internet socialites.

3) **Clavens-** Like Cliff Claven from *Cheers*, these are your self-proclaimed know-it-alls. They know everything and everywhere to go on the Internet.

When designing your offers, try to appeal to as many categories of on-line users as possible. Be sure to reach a middle ground so that you don't turn off any one group while trying to attract another. Provide variety and choices in your offers and allow your prospects to participate in your flow of information. If you have an on-line newsletter, give them the option of going to your site and downloading it or letting you e-mail it to them.

To allow your prospects to interact during your offer. Link to sites that provide interactive activities. Condense information for those who are just passing through and include files that can be downloaded or sent via e-mail that contain in-depth and detailed information. Although the World Wide Web is a place of graphics, sights and sounds, all people on the Internet have one thing in common: they all know how to read. So use all the necessary approaches and techniques to attract all types of audiences.

To actively involve your prospects, consider using on-line polls that allow customers to respond to questions you ask. You can even offer the customer a free gift incentive for doing so. When you design your questions, be sure to structure them so that you can actually tell from users answers which offers they are interested in. On-line polls could also allow you to gain valuable insight on the best way to structure new campaigns, products and services.

When you allow interactivity in your on-line campaigns, you allow the customers to design exactly what they want you to sell them!

How to Use Internet Radio For FREE!

We discussed a company earlier called Progressive Networks which specializes in the compression of audio so that it can be played in real time over the Internet. Progressive Networks offers their software to make audio a part of your Internet site FREE for 90 days!

With their four-stream server (allows four people to listen at the same time), you can put voice recorded messages about your offer on your site. From a marketer's standpoint this capability can offer real advantages, especially since it allows your visitors to interact with your site. With RealAudio, they have the opportunity to listen to your offer right then and there. They can also download it and listen to it later even when they are not on-line!

The price for the software, if you decide to keep the server, is around $3000. This may seem like a lot, but remember you have 90 days to evaluate it. If it doesn't prove to be profitable for you there's nothing to worry about because it will automatically shut itself off and you won't owe them a dime.

To help you further understand marketing strategies on the Internet and the philosophy behind giving things away for free, understand that Progressive Networks does not charge for its RealAudio Player. This is the software that enables a user to listen to sound over the Internet. With all the publicity and hype, thousands of people have downloaded and installed their RealAudio players. Progressive Network has created consumer demand for a product that can be used to listen to advertisers messages and program content. They are in a position to charge the consumer for the player and advertisers for the server!

Profit Streams Run Plentiful on the Internet!

Up-sells

How to sell your customer over and over again

Keeping your programs and offers concise, to the point and informative will go a long way on the Internet in helping you to upsell your customers. If they have faith, confidence and trust in what you originally sold them they will not hesitate to buy from you again. Many could buy more than one product or service from you.

Keep your up-sells pertinent and advantageous to your customer. If they feel that they cannot, do the first thing without the second thing you are selling. you create instant distrust. Up-sells should be approached with caution and should not be "thrown in" just for the sake of having something else to sell.

Newsletters are an excellent way to present additional products and services that you have to offer. It allows you to present a more informative voice than a sales voice in your offer. They should not be long, or drag out your subject matter. Remember, it is probably far better to have a one page newsletter that is informative than to have ten pages about nothing.

Keeping in touch with your customers and developing sound offers could make your on-line business grow!

ATTENTION!

Don Lapre is looking
for incredible products
and services to market
on the Internet.

Fax your proposals

Attention: WebIdeas

(602) 453-1222

HOW TO EFFECTIVELY USE PLACING ADS STRATEGIES ON-LINE

No computer needed!

Place over 200 ads on-line for as little as $1 each!

(602) 553-8500

www.incredibleproductsmall.com/superlinks

How to Effectively Use Placing Ads Strategies On-Line

Start with a good product or service
AIDA - Attention, Interest, Desire, Action
How will they pay you?
Test, test, test

Start With a Good Product or Service

In this book, you might have noticed that we refer to the Small Ads, Big Profits manual in your Making Money Package quite frequently. The reason for this is because that manual relates to advertising formulas that have created many successful campaigns for our company. It could work the same for anyone with the right product, service, drive, and determination.

It doesn't matter whether you are marketing goods or services on the Internet or in magazines—the rules are still the same. You must first start with a good product or service that has the potential to do well in the medium in which you wish to advertise. Information products on the Internet or on-line services are the easiest because of the ability to instantly fulfill. However, any product or service is a valid candidate.

AIDA - Attention, Interest, Desire, Action

After you have decided on what type of product you want to sell, you should begin to put together a very concise advertising campaign that appeals to the "AIDA" formula: Attention, Interest, Desire and Action. This simple formula describes the thought processes your offer should take your prospects through when you present them with your offers. This is accomplished by putting together a very concise ad that captures your prospects attention for a few seconds so that you can create an interest, stimulate a desire and prompt an action.

Please be sure to review your Small Ads, Big Profits manual and the information in this manual on creating ads. Also, review your *Secrets to Don's Most Successful Campaigns* manual for details on advertising your own 1-900 line or call 1-800-800-2451.

How Will They Pay You?

There are many ways to accept payment on-line, including credit cards and checks. You should check with your ISP about the available options for accepting credit cards on-line. You may also want to check with your local bank. However, you should keep in mind that many people are still hesitant to pay for goods and services on-line. Therefore, you should consider having other alternatives of on-line payment.

Review your Small Ads, Big Profits manual for ways to accept payment for goods and services that you sell.

Let Don show you how to take secure orders from your Web Site!!

1-800-366-5277

(Option 1)

Test, Test, Test

There is perhaps no other aspect of a campaign that is more important than testing. This is where you could learn which ads work best to create responses and which presentations (or offers) turn those responses into sales. You will want to be sure to test your ads on a small scale first to see which get the best responses. Those responses could turn into sales.

The challenge in testing is to balance your responses and sales so that you can get a percentage and ratio of response vs. sales: "X amount of people out of 10 buy." If you learn to calculate and record the results of your tests, you will be able to make predictions and forecasts about how you should proceed with your advertising.

Testing helps you to identify the best possible ways to advertise and present your offers. Be sure to test different ads in different areas on the Internet and on-line services. Also be sure to test different versions of your presentations so that you can find the best ways to make people respond to your ads and the best ways to make them choose to act on your offers.

If you decide to get an Internet site, be sure to test new links in your search engine submissions. This way as new sites are made available, you have more "key words" in your sites description listing. You will find that you can test different submissions to search engines as you add new areas to your site. Be sure to let search engines know when you are deleting areas to your site so that they can remove the old description listings. There is nothing that users hate more than wasting valuable on-line time chasing information that is no longer there.

3 EASY STEPS FOR PUTTING TOGETHER AN ON-LINE BUSINESS TODAY!

1) Find a product and develop a website – Don can help you find a product or service! Call 1-800-800-2451
2) Choose places to advertise on-line – Follow suggestions and samples in these manuals. Call Don for help at 602-553-8500
3) Follow up with all responses and orders that you generate.

IT'S JUST THIS EASY!

COMING SOON!

DON'S INCREDIBLE INTERNET MALL!

FAX Attention: Web Dept.
FOR DETAILS!

(602) 453-1222

RESEARCH

ATTENTION!

Don Lapre is looking
for incredible products
and services to market
on the Internet.

Fax your proposals

Attention: WebIdeas

(602) 453-1222

Research

How to Stay Ahead of the Pack and on the Ground Floor

One of the most beneficial things you can do on the Internet and on-line services is research. The Internet is constantly changing. To keep abreast of these changes, research Internet magazines and books for new and exciting ways to navigate and access information on the Internet. Adjust your advertising methods to accommodate these new ways, and definitely be sure to provide any tips to your audience on ways they can benefit from anything you have discovered. On-line users appreciate helpful technical tips and shortcuts.

Remember that on-line services are constantly changing their "look" and "feel." Be sure to keep abreast of their new features and modifications. The same is also true for the Internet. One new angle could be that one thing that catapults your campaign to success!

Keep Informed!

Visit Don's Site:

www.incredibleproductsmall.com/superlinks

GLOSSARY

Glossary

Understanding the Language

Cyberspace growth and advancements in electronic communication have resulted in the addition of a considerable number of definitions, terms and abbreviations used to convey information between users of electronic messaging systems, bulletin boards and the Internet. The following is a listing of terms you may encounter as you explore and market in Cyberspace:

Acceptable Use Policy (AUP) - Rules for using an ISP account or a portion of the Internet.

Address Book - A users personal directory of e-mail addresses stored and maintained with the e-mail program.

Alias - Collection of e-mail addresses stored under one name to make addressing mail to a particular group of users easier.

Archie - Internet search utility that surveys all of the FTP (file transfer protocol) sites once a month and builds an index of all software at those sites. The index is stored on an Archie server on the Internet. "Archie" is actually short for "Archiver" and was written by Peter Deutsch and Alan Emtage at McGill University in Montreal in 1990. Today, there are dozens of Archie servers worldwide.

Backbone - This communications pathway carries Internet traffic between individual networks.

Bit - This is the equivalent of one binary digit, either 0 or 1.

Browser - This is a program used to access and view information on the World Wide Web, Gopher or WAIS servers. Your browser is actually the "car" that allows you to navigate on the Internet.

Bulletin Board Service or Bulletin Board System (BBS) - This is defined as any computer system and software with one or more telephone lines that will accept a phone call

from another computer at any time with little or no prior arrangement for access.

Byte - A basic unit of information storage on a computer. This is usually 8 bits.

Cello - This is the name of a World Wide Web browser.

Channel - A discussion carried via Internet Relay Chat (IRC).

Chat Room - This is an area in an on-line service, the Internet or BBS where several users can meet simultaneously and exchange typed messages in real time.

CIX - The Commercial Internet Exchange is an organization of Internet Service Providers (ISPs) that agree to cooperate with one another to provide interconnections among regional portions of the Internet backbone.

Conference - Large chat session that features a main speaker and an audience that asks questions.

Continuous Connection - This is a high-speed telephone connection to the Internet that doesn't require dialing a phone number and which is never broken.

Cross-Posting - This is when the same message is sent to several different discussion groups like mailing lists or NewsGroups.

Dial-up Connection - This is a connection to the Internet that requires dialing a telephone number via modem.

Direct Connection - Considered a continuous connection on the Internet.

Directory - This is a named subsection of the storage space on a server or computer storage disk. It is one of the most basic of MS-DOS programming and access commands.

Discussion Group - This is an electronic message board on an on-line service, BBS or the Internet that contains messages focusing on a specific topic.

Domain - This is a category or network on the Internet. It is also known as a specific network name or domain name. All Internet addresses have a suffix that indicates their domain.

Some common domain suffixes that you will encounter are .com (commercial organizations), .edu (education), .gov (government) and .net (network).

Domain Name Service - This is a service offered by an ISP or IPP(Internet Presence Provider) that registers customers' servers as distinct Internet domains through Internic, the service that regulates domain names.

Download - The retrieval of a file from an on-line service, BBS or Internet server transferring it to a disk on your own computer for local use.

E-Mail (electronic mail) - A way to exchange typed messages between computer users in which messages are sent to specific addresses and stored in mailboxes.

Emoticon - This is a combination of keyboard symbols that, when looked at sideways, resembles a facial expression, such as ;=).

FAQ - (Frequently Asked Questions) - These are collections of frequent questions about a particular discussion group, bulletin board, SIG, Internet service or other subject.

Firewall - Internet server that is isolated from the rest of an organization's network prohibiting outside callers from accessing information the organization wishes to keep private.

Flame - A poison-pen e-mail response to another e-mail user for sending an unsolicited message. This usually occurs because the user has violated netiquette.

Forum - Term usually indicates a discussion group on an on-line service or BBS but can indicate the same on the Internet.

FTP (File Transfer Protocol) - A service that allows you to transfer files to and from other computers on the Internet.

Gateway - Communications link between a network and the Internet.

Geographic Names - These are suffixes at the end of an Internet address that indicate the country in which a server is located. For instance, .ca(Canada), .uk(United Kingdom) and .us (United States).

Gigabyte - Equals roughly one billion bytes of computer data.

Gopher - This is a method of locating information on the Internet. Also, a type of server that uses that location method and a software program to locate such servers. It was created in 1991 at the University of Minnesota and is considered the first easy-to-use Internet searching system.

Handle - Alias that an individual may use to participate in a chat room or conference.

Header - The part of an e-mail message that contains the mailing address and subject information.

Hierarchy - A particular category of UseNet NewsGroup. UseNet is divided into more than a dozen different hierarchies, including alt (alternative topics), biz (business topics) and rec (recreational topics).

Hit - Almost a slang term that indicates a user accessing a server. Traffic on a server is sometimes measured in hits per hour or hits per day. Active Internet Servers can have thousands of hits per day or hour. This basically means that it is accessed thousands of times per day by various users.

Home Page - The entry page to an Internet site that contains the site's main menu. It usually contains the site's name and a directory of what it contains.

HTML (Hypertext Transfer Protocol) - This is the communications protocol (the technical rules that link World Wide Web information to the Internet).

Hypertext - Allows the cross-referencing of computer data through automatic links between phrases, pictures and words. This allows viewers of information displayed to link to other pages containing further details on their search topic.

Hypertext Link - This is a automatic link on the World Wide Web that is connected to other information elsewhere on the Web or the Net. They can be in the form of pictures, phrases or words and, when users select the links they are automatically connected to the linked data.

Internaut - Considered to be one who uses the Internet.

Internet - This is an international data communications pathway that links over 43,000 computer networks together which are supported by over seven million host computers. You may also hear the Internet referred to as the Net'.

Internet Access Provider (IAP) - Provides access to the Internet for a monthly fee. Also known as an ISP (Internet Service Provider).

Internet Mail Gateway - Communications path that connects a network to the Internet and allows e-mail to and from that network to other networks via the Internet.

Internet Presence Provider (IPP) - Company that specializes in establishing storefronts and other servers for businesses that want to get on the Internet.

Internet Service Provider (ISP) - See Internet Access Provider.

IRC (Internet Relay Chat) - Internet chat function that has many different channels, each of which is topic-specific.

ListServ - Considered one of the most popular mailing list manager programs. Sometimes this is used as a name for mailing list managers.

Lurker - Someone who monitors the web and/or Internet without interacting.

Lynx - MS-DOS graphical World Wide Web browser.

Mailbot - Program that automatically responds to incoming e-mail messages.

Mailer - Program that receives and sends e-mail.

Mailing List - An electronic discussion carried out via e-mail. Instead of posting messages to a discussion board, messages are sent to a group moderator and then automatically sent to all subscribers of the list.

Mailing List Manager - Program that collects and distributes e-mail messages to the subscribers of a mailing list.

Megabit - About one million bits of computer data.

Megabyte - About one million bytes of computer data.

Modem - Device that allow a computer to connect with other computers via the telephone.

Mosaic - Program that provides graphical interface to the Internet and allows users to view and/or hear text, video, sounds and photos on World Wide Web sites. Mosaic also provides access to Gopher servers and FTP sites.

Navigator - Another name for a browser used on the Internet to search for and display information.

Net - A nickname for the Internet.

Netiquette - Informal rules of conduct for Internet users. Rules also extend to on-line services. They basically imply that users should ask permission before sending e-mail.

Netizen- Someone who uses the Internet.

Newbie - Newcomer to on-line services or the Internet.

NewsGroups - Message boards on the Internet that focus on particular subjects. Also referred to as UseNet.

Newsreader - Program that allows users to read NewsGroup articles on the Internet.

On-Line Service - Large commercialized BBS that can accommodate millions of users. Like ISPs they usually charge a monthly subscription fee.

POP (Point of Presence) - Telephone number that users call to reach an ISP. Many ISPs, especially the larger ones, may have hundreds of these numbers throughout the country so that users can access the Internet without paying long distance charges. POP is also used to describe a server or other business location on the Net.

Post - The act of sending a message to a discussion group, or mailing list.

PPP (Point-to-Point Protocol) - This communications protocol allows a computer to become an Internet site via a Dial-up connection. This is also a type of Internet connection that allows users to run software on their own computers to navigate the Internet.

Protocol - Considered to be a set of technical rules that define specific methods of doing something. Communications protocols govern particular methods of communicating.

Server - The computer that stores the files that are made available to other users on either a network or the Internet.

Server Log - The record of users accessing a particular server.

Shell Account - A Internet connection that allows a users computer to establish a dial-up connection with an ISP's computer. The users computer can then use the ISP's computer to navigate the Internet.

Signal-to-Noise Ratio - This usually denotes the relative strength of an electronic signal to the amount of electronic static or interference on a circuit. In relation to the Internet, it is considered the ratio of useful information to meaningless blather.

Signature - This is a block of information used to sign the end of an e-mail or discussion group message. Signatures usually include the author's name, e-mail address, company name and other information.

Site - Distinct or Virtual Server on the Internet.

SLIP (Serial Line Internet Protocol) - This communications protocol method allows a computer to connect directly to the Internet via a dial-up connection. SLIP connections also allow users to run programs on their computer and navigate the Internet.

Smiley - This is a emoticon.

Snail Mail - Slang term on the Internet for regular paper mail through the U.S. Postal Service.

Spam - To send many unsolicited e-mail messages on the Internet or to members of an on-line service. Term is also used to describe the same action for cross-posting to discussion groups without regard to their subject.

Special Interest Group (SIG) - Alternate name for a forum or discussion group.

SySop - Title of the individual responsible for maintaining the content, hardware and software of a forum or BBS.

T1, T2, T3 and T4 lines - These are high-speed telephone lines that are leased from a telephone company. They provide an ongoing connection for data transfers.

Telnet - This program allows users to log onto other computers on the Internet and run programs on them from a remote location.

Thread - A sequence of NewsGroup messages on the same topic from the original message to all the replies and comments that occur thereafter.

Top Menu - Menu on a server that functions as the table of contents.

UNIX - Powerful computer operation system used on many Internet Servers.

Upload - The transfer of a file from a user's computer to a BBS, on-line service or a server on the Internet.

URL (Universal Resource Locator) - The standard address format that is used for Internet addresses.

UseNet - Considered the largest collection of NewsGroups on the Internet. DejaNews is considered the largest indexer of UseNet articles.

UUCP connection - This type of Internet connection between two UNIX-based computers to transfer data in large batches at specified intervals.

Veronica - Program on the Internet used to locate information stored on Gopher servers. "Veronica" is an acronym for Very Easy Rodent-Oriented Net-wide Index to Computerized Archives.

Virtual Server - Directory on a server that has its own Internet address and appears as a stand-alone server to outside users.

WAIS (Wide Area Information Servers) - A system that searches files or programs via keyword groups.

Workstation - Powerful desktop computer that has the ability to run engineering or scientific applications. They usually have the ability to run UNIX-based operating systems.

World Wide Web (also WWW or the Web) - Collections of information stored on many Internet servers that can be accessed with a browser and navigated through via hypertext links.

Zine - Free electronic publications on one very specific topic, published by one or more individuals and distributed over the Internet.

EMOTICON SYMBOLS

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Emoticon Symbols

As you navigate the sea of information that is available on the Internet, on-line services and BBS's you are likely to come across many different emoticon symbols. Emoticon symbols are used to convey the spirit in which a line of text is typed. Examples of many popular emoticon symbols and their meanings are listed in the following table.

Emoticon Meaning

.-]	User has one eye
:8)	User is a pig
:-I	Semi-smiley
:-]	Smiley Blockhead
:- %	User has a beard
:-o	User singing national anthem
:-t	User is cross
:-:	User is a mutant
:-(	Drama
:-)	Comedy
:-	User is male
:-?	User is smoking a pipe
:-=)	User is older with a mustache
:- \	Undecided User
:-p	User is sticking their tongue out at you!
:-)'	User tends to drool
:-'|	User has a cold
:-)8	User is well dressed
:-D	User talks too much
:-#	User's lips are sealed
:-&	User is tongue-tied
:-)-{8	User is a big girl
:-s	User after a BIZARRE comment
:-|	No expression face
-:-)	User sports mohawk and admires Mr. T
:-9	User licking his or her lips
:-(	Sad
:-'	User spitting out chewing tobacco
:-*	User eating something bitter
:->	Hey hey
:-E	User has a dental problem
:-X	User is wearing a bow tie
:-O	User is an orator
:-7	User after a wry statement
:-#|	User with a bushy mustache
:-@	User face screaming
:-}	User wears lipstick
:-c	Bummed out smiley
:-J	I'm being tongue-in-cheek
:-x	Lips are sealed smiley
:- <	Real Sad Smiley
:-8(	Condescending stare

Notes